



CITY OF LEMON GROVE

"Best Climate On Earth"

Office of the City Manager

April 12, 2023

Hello Shop Local participant,

The City of Lemon Grove would like to extend our sincere appreciation for your participation in the Yiftee Shop Local promotion. The Shop Local promotion has been a resounding success in our community, with all funds from Phase 1 & 2 of the promotion having been exhausted. As of today, April 12th, over \$250,000 of Yiftee Gift Cards have been redeemed at local businesses, with over \$100,000 in unspent Yiftee Gift Cards.

The Yiftee Gift Card program is now moving into Phase 3 of the Shop Local promotion and there are some changes to the gift card values to apprise you of. With Phase 3, the top dollar value eligible for the Buy One, Get One (BOGO) deal is now capped at \$100 dollars. This means that a customer can purchase a maximum of 2 gift cards at up to \$100 dollars in value to receive an additional Buy-One, Get-One card(s) at 50% of the original purchase value. Purchases of \$50 will receive a BOGO gift card at 50% of the purchase value of \$25, while purchases of \$25 will receive a BOGO gift card at 50% of the purchase value of \$12.50.

Please spread the word about our Shop Local program to your customers in person and online, via social media. Send your friends, family and employees gifts from Lemon Grove businesses and take advantage of the BOGO deal, while supplies last.

We have included a window cling with a QR code that links directly to the Yiftee Shop Local Lemon Grove webpage, for your convenience.

Yours in service,

Lydia Romero,
City Manager